RURAL CANADIANS
SURVEY 2001

Report prepared by the Rural Secretariat Research and Analysis Group

EXECUTIVE SUMMARY

This report presents the results of a survey that was conducted among 1,200 rural Canadians by Leger Marketing during the last week of March 2001. The poll was conducted to further the Rural Secretariat's communications, policy and citizen engagement efforts.

This report presents the survey data only. It does not go into interpretation of the results, as interpretation depends greatly on where the reader stands. When available, comparisons are made with the results of "Listening to Canadians Winter 2001 Communications Survey," a Canada Information Office (CIO) survey that was conducted between January 15 and January 31 of 2001. Our findings are summarized below.

1. Use of Government of Canada Services

- Rural Canadians are far less likely to have contacted a Government of Canada office or service recently than Canadians in general (24% versus 37%).
- Rural Canadians use the services of Revenue Canada more often than they do any other services (the poll was conducted in March which possibly explains the high use of Revenue Canada services for taxation purposes).
- Rural Canadians also make good use of Employment Insurance services. Other services mentioned are Canada Pension services, and the services provided by Human Resources Development Canada offices.
- Rural Canadians use Government of Canada services mainly to get tax returns/tax forms or for job-related issues. Other reasons mentioned are information for seniors, small and medium enterprises, environment, agriculture and health.

2. Awareness of Government of Canada Services

- Rural Canadians are largely more aware of where to find their Canada Post outlet or local employment centre than any other Government of Canada services.
- Almost half of rural Canadians know about the 1 800 O Canada Line and one fifth have visited a Government of Canada Web site in the last six months. According to the CIO, 44% of the general Canadian public have visited a Government of Canada Web site in the last three months. This is more than twice the rural percentage in half the time.

3. Role of the Government of Canada

- A large percentage of rural Canadians (58%) think that the Government of Canada does not really influence the development and growth of their region, however a majority of rural Canadians (65%) would like the Government of Canada to do more in their region.

4. Key Concerns of Rural Canadians and Canadians in General

- Rural Canadians' key concerns are jobs and unemployment. This is followed by rural health care and agriculture. Other issues of importance are regional development, youth, environment, taxation and roads/transportation.
- CIO results show that health care is the main concern of Canadians in general.

5. Citizen Engagement and Communications

- Rural Canadians are interested in being consulted and involved in the decision-making process. Seventy-nine percent of respondents think that public consultation is important.
- Rural Canadians generally prefer face-to-face interaction to electronic interaction. They would prefer to be consulted through local workshops (36% of respondents), public opinion surveys (24%) and advisory groups (14%). Other options that were mentioned are regional conferences (10%) and Internet discussions (9%).
- The best way to communicate information to rural Canadians is by mail (55%), followed by advertising campaigns (26%), print advertising in the papers (21%) or Internet (18%).
- Rural Canadians' favorite tag line is 'Local Solutions to Local Challenges' (29% of respondents chose this option), followed by 'Building a Higher Quality of Life in Rural Canada' (21%).

6. Capacity Building

- About one quarter of rural Canadians participated in a local town hall meeting in the past six months, a third are members of some organization and about half have been involved in volunteer work.
- Rural Canadians would prefer the Government of Canada to help them mentor projects for youth (87% of respondents agreed with this statement). This is followed by helping community groups work together on programs and projects for their community (78%), helping projects to develop the leadership skills of local community leaders (76%), helping community groups plan together to develop their community (73%), helping communities build networks to allow them to determine their future directions (73%) and helping develop projects to recruit new community leaders and keep existing ones (67%).

7. Government of Canada Engagement

- A large percentage of rural Canadians (76%) think that the Government of Canada should have a minister specifically responsible for rural issues.
- A majority of rural Canadians (85%) think that the Government of Canada should have specific programs to support and sustain rural communities.

INTRODUCTION

This report presents the results of a survey that was conducted among 1,200 rural Canadians by Leger Marketing during the last week of March 2001. The poll was conducted to further the Rural Secretariat's communications, policy and citizen engagement efforts.

On the communications front, one goal was to gauge rural Canadians' level of awareness of Government of Canada services and information points, such as the 1 800 O Canada line and Service Canada Centres, to aid in the dissemination of information to rural Canadians. Another was to benchmark the level of awareness of some of our own specific initiatives, including for example, the Rural Dialogue and the Canadian Rural Information Service. Finally, we tested possible "tag lines" to help us determine how best to get our messages across. The key concerns for us on the communications front were:

- To what degree does the Government of Canada demonstrate its presence in rural communities?
- Does the messaging resonate well in all parts of the country?

To support policy development, the poll aimed to assess the degree of support for federal involvement in rural community development. It also gauged the degree to which some of the preconditions for development, such as social networks and social engagement, are present in rural communities across Canada. The central issues for us in policy development were:

- Is the Government of Canada engaged enough in rural communities and in community capacity building?
- Do rural communities have the social capital to work in partnership with us?

To further our citizen engagement efforts, we wanted to confirm both the "hows" of the citizen engagement and the "whats": in other words, we needed to ensure that we are using the right methods to reach citizens and to confirm the priorities that citizens raised during Rural Dialogue events, through a quantitative method. The major questions we needed answers to, for citizen engagement, were:

- How can the Government of Canada best engage rural Canadians?
- What are rural Canadians' priorities?

In sum, the survey adds to our store of knowledge about the priorities, level of awareness and attitudes of Canadians living in rural communities. We hope to conduct similar surveys in future years to measure changes in rural communities and attitudes. Please contact the Rural Secretariat if you have questions or require further information.

The report is divided in nine sections and a copy of the questionnaire is shown in Annex I (p.46).

Section	Questions Analyzed	Information On
I	N/A	Methodology (p.7)
II	1, 2, 13, 14	Government of Canada (p.9)
III	3, 4	Rural Secretariat (p.17)
IV	5 to 10	Community Capacity Building (p.20)
V	11, 12	Citizen Engagement (p.28)
VI	14 a), 18, 20, 22	Communications and Access to Information (p.32)
VII	15, 16	Issues of Importance to Canadians in General and Rural Canadians (p.37)
VIII	21	Where Rural Canadians Work (p.42)
IX	19	Demographics (p.44)

When available, comparisons are made with the results of "Listening to Canadians Winter 2001 Communications Survey," a Canada Information Office (CIO) survey that was conducted between January 15 and January 31 of 2001 (see questions 1, 2-I and 15).

SECTION I - METHODOLOGY

The survey's pan-Canadian results are valid to within ± 2.8 percentage points at a confidence level of 95%. Statistical error margins are larger for regions and other demographic results. Error margins for regions are presented below

Region	Number of Interviews	Margin of Error
Atlantic Canada	150	± 8.0%
Quebec	250	± 6.2%
Ontario	300	± 5.7%
Manitoba/Saskatchewan	150	± 8.0%
Alberta	150	± 8.0%
British Columbia	200	± 6.9%
Canada	**1,200**	**± 2.8%**

The results of the survey were cross tabulated for the following demographic factors:

- Gender
- Age (18-24, 25-34, 35-44, 45-54, 55-64, 65 and over)
- Mother tongue (English, French, other)
- Region (Atlantic Canada, Quebec, Ontario, Manitoba/Saskatchewan, Alberta, B.C.) (The Territories were not polled)
- Annual income (less than $20,000, $20,000-$39,999, $40,000-$59,999, $60,000 and more)
- Main occupation (services/sales/office, blue-collar, professional, homemaker, student; retiree, unemployed)
- Active population[1] (yes/no)
- Education (elementary, high school, college, university)

[1]The participation rate refers to the total labour force expressed as a percentage of the population. The participation rate for a particular group (age, sex, geographic area, etc.) is the total labour force in that group, expressed as a percentage of the population in that group.

The analysis was conducted for results that show all of the following characteristics:

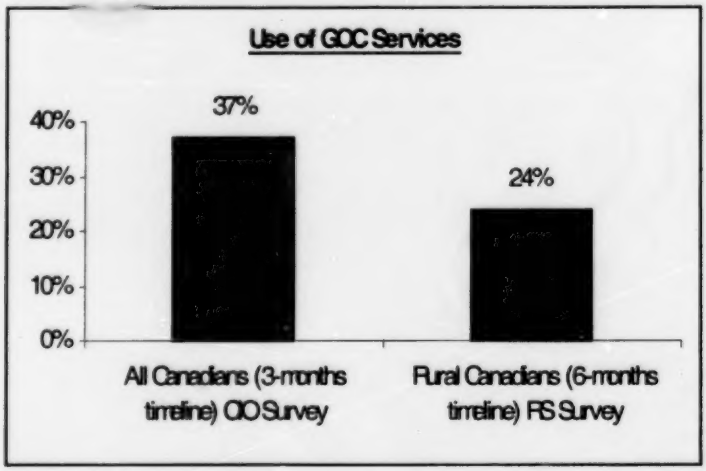
- They are statistically significant at a 95% confidence level or more
- They represent the opinion of at least 30 respondents
- They show at least a difference of 5% from the national average

SECTION II - GOVERNMENT OF CANADA INFORMATION

Question 1: ***Have you directly contacted a Government of Canada office or officer in your region in the last six months? (Yes/No)***

A total of 24% of respondents have contacted a Government of Canada office or officer in the last six months (as opposed to 76% who have not).

In comparison, according to the CIO "Listening to Canadians Winter 2001 Communications Survey," 37% of Canadians have used Government of Canada services in the last **three** months. Therefore, rural Canadians are **far less likely** to have contacted the Government of Canada recently than Canadians in general.



- Respondents earning $60,000 and more (29%) and respondents with a university degree (35%) are more likely to have contacted a Government of Canada office or officer in the last six months.

- Respondents aged 65 and over (83%), respondents speaking a language other than English or French (89%) and respondents with a high school diploma (81%) are more likely not to have contacted a Government of Canada office or officer in the last six months.

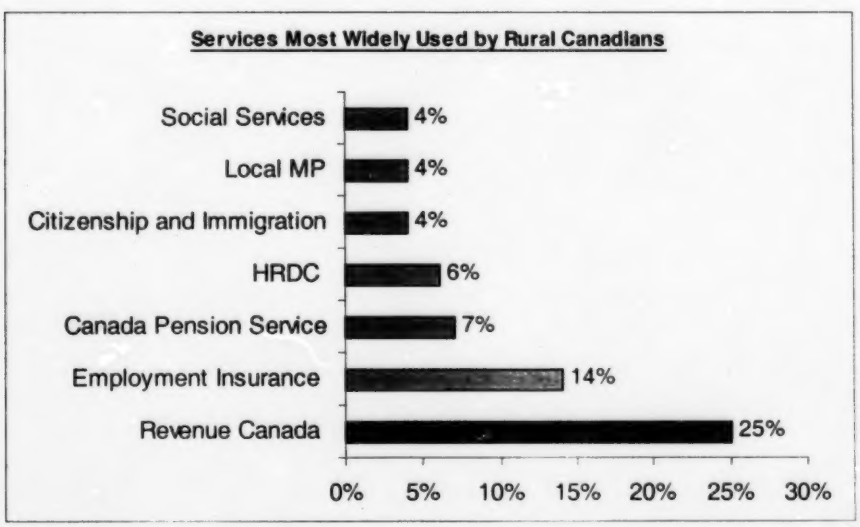
Question 1A ***What is the name of the service or the office you contacted?***

About one quarter of respondents (25%) contacted Canada Customs and Revenue Agency, while 14% of respondents contacted their Employment Insurance (EI) office.

- The fact that the survey was conducted during tax filing time may in part explain the high percentage of use of Canada Customs and Revenue Agency services.

Seven percent of respondents contacted their Canada Pension service, 6% their HRDC office, 4% a local Member of Parliament, 4% Citizenship and Immigration, 4% Social Services, 2% Health Canada, 2% Transport Canada, 2% Agriculture Canada, 2% Environment Canada, and 1% their Canada Post office or Statistics Canada. Less than one percent (0.6%) of respondents contacted Fisheries, 0.4% their Community Access Program, 0.4% their Community Futures Development Corporation, 0.4% the RCMP, 0.4% their Service Canada Centre and 0.2% their Community Business Development Corporation.

A total of 7% of respondents contacted another agency, while 14% of respondents did not know or could not remember which service they contacted. Two percent of respondents refused to answer.



Question 1B W ha t w

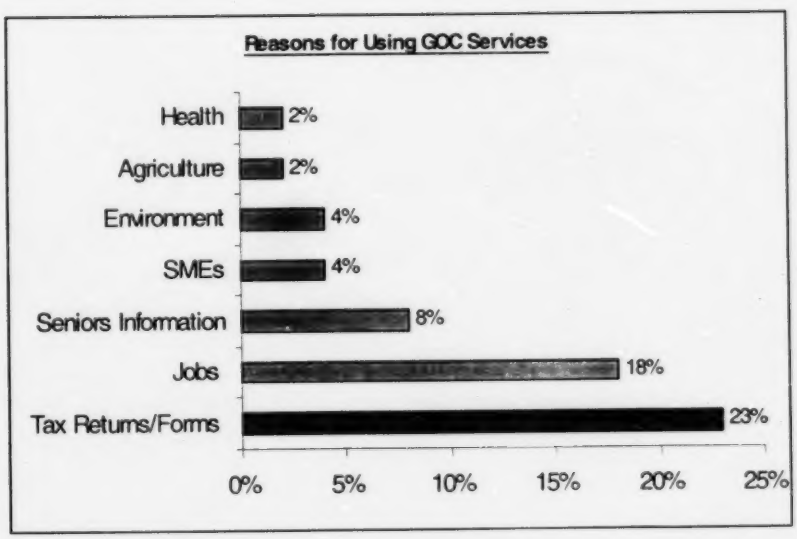
as the main purpose behind contacting that service or office?

About one quarter of respondents (23%) said the main purpose for contacting the service or office mentioned in question 1A was for information on tax return/to get tax forms, while 18% of respondents said it was to find a job/for employment-related issues.

Eight percent of respondents contacted a service or office for seniors information, 4% for information on medium and small businesses, 4% for health card/driving license renewal, 4% to get a passport, 4% for environmental issues/questions, 2% for agricultural issues/agricultural questions, 2% for paper work (general mention), 2% for health issues/health questions/health complaints, 2% for student loans/back to school programs/education, and 2% to settle paperwork regarding a decease.

Twelve percent of respondents said they had other reasons for contacting the office or officer mentioned in question 1A, while 9% of respondents did not know or could not remember and 4% of respondents refused to answer. No significant results[2] were found for any demographic factors for questions 1A and 1B.

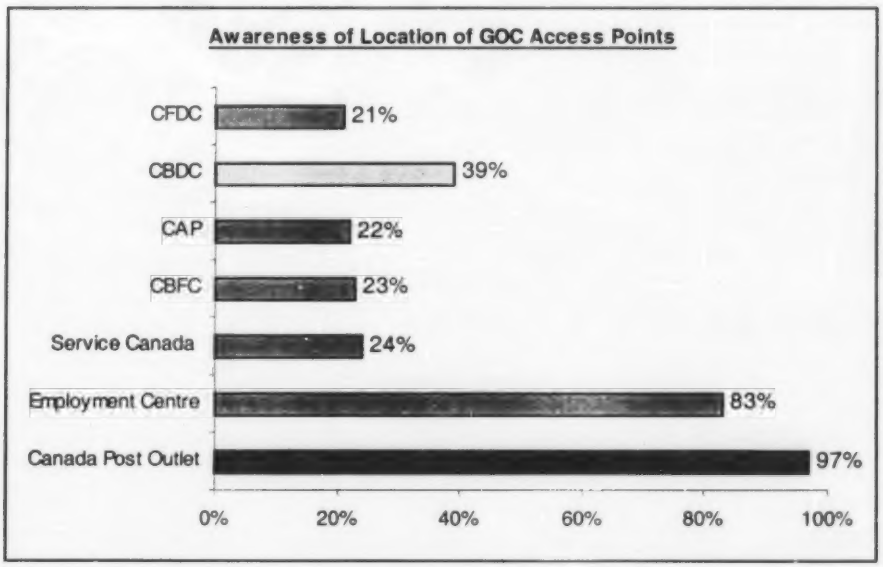
[2] i.e. results are either not statistically significant at the 95% confidence level or more OR do not represent the opinion of at least 30 respondents OR do not show at least a difference of 5% from the national average.


Reasons for Using GOC Services
Health
2%
Agriculture
2%
Environment
4%
SMEs
4%
Seniors Information
8%
Jobs
18%
Tax Returns/Forms
23%
0%
5%
10%
15%
20%
25%

Question 2 ***Tell me if you are aware or not of where to find the following Government of Canada access points in your region: Your Community Access Program or CAP; Your local Employment Centre; Your Service Canada Centre; Your Community Futures Development Corporation; Your Community Business Development Corporation; Your Canada Post Outlet; Your Canada Business Service Centre***

Rural Canadians are more aware of where to find their Canada Post outlet (97%) or local employment centre (83%) then they are of where to find their Community Business Development Corporation (39%), Service Canada Centre (24%), Canada Business Services Centre (23%), Canada Access Program site (22%) or Community Futures Development Corporation (21%).

- It is worth noting that the Community Business Development Corporation is the equivalent of the Community Futures Development Corporation in Atlantic provinces. Therefore, Atlantic Canadians seem to be far more aware of the Community Futures Program than their Western counterparts.



- Atlantic Canada respondents are more likely to know where to find their local employment centre (93%), Service Canada Centre (39%) and Canada Business Service Centre (36%). British Columbians (35%) and Albertans (29%) are more likely to know where to find their Community Futures Development Corporation. Quebeckers (28%) are more likely to know where to find their Service Canada Centre, but are more likely not to know where to find their Community Futures Development Corporation (84%).

- Respondents earning between $20,000 and $39,999 are more likely to know where to find their Canada Business Service Centre (28%). Respondents earning $60,000 and more are more likely not to know where to find their Community Access Program (81%). Respondents earning less than $20,000 (82%) are more likely not to know where to find their Canada Business Service Centre.

- Canadians aged 55 to 64 are more likely to know where to find their Service Canada Centre (32%). Respondents aged 65 and over are more likely not to know where to find their local employment centre (29%).

- Francophones are more likely to know where to find their local employment centre and Service Canada Centre (88% and 29% respectively), but are more likely not to know where to find their Community Futures Development Corporation (82%).

- Retirees are more likely to know where to find their Service Canada Centre (29%), but are more likely not to know where to find their local employment centre (27%). Homemakers are more likely not to know where to find their Service Canada Centre (80%) or Canada Business Services Centre (82%).

- University graduates are more likely not to know where to find their Service Canada Centre (79%).

Question 2H ***Did you know that there is a 1 800 O Canada line that you can call to inquire about any Government of Canada service?***

About half of the respondents (46%) knew there is a 1 800 O Canada line they can call to inquire about any Government of Canada service (as opposed to 54% who did not).

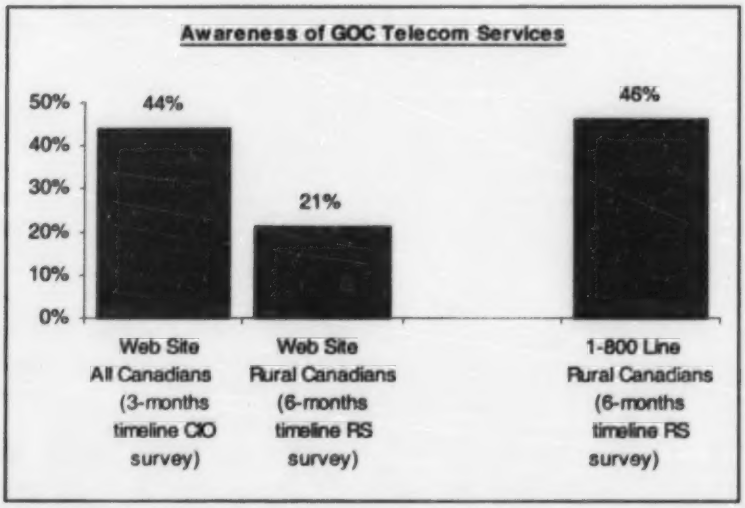
- Quebeckers are more likely to know there is a 1 800 O Canada line they can call to inquire about any Government of Canada service (53%), while Albertans are more likely not to know that such a line exists (63%).
- Francophones are more likely to know there is a 1 800 O Canada line they can call to inquire about any Government of Canada service (55%).

- Retirees are more likely to know there is a 1 800 O Canada line they can call (57%), while unemployed respondents are more likely not to know there is such a line (69%).

- Respondents aged 65 and over (58%) or 55 to 54 (53%) are more likely to know there is a 1 800 O Canada line they can call to inquire about any Government of Canada service, while respondents aged 18 to 24 (64%) or 45 to 54 (60%) are more likely not to.

Question 21 ***Have you visited a Government of Canada Web site in the last six months?***

About one fifth of rural Canadians (21%) visited a Government of Canada Web site in the last six months (versus 79% who did not). In comparison, according to the CIO "Listening to Canadians Winter 2001 Communications Survey," 44% of the general Canadian public had visited a Government of Canada Web site in the last three months. That is more than twice the rural percentage in half the time.



- Respondents aged 18 to 24 (35%) or 25 to 34 (30%) are more likely to have visited a Government of Canada Web site in the last six months.
- Respondents earning $60,000 and more are more likely to have visited a Government of Canada Web site in the last six months (32%), while respondents earning less than

$20,000 (88%) or between $20,000 and $39,999 (84%) are more likely not to have visited a Government of Canada Web site in the last six months.

- Professionals are more likely to have visited a Government of Canada Web site in the last six months (33%), while blue-collar workers (83%) and retirees (91%) are more likely not to have visited a Government of Canada Web site in the last six months.

- Respondents with a university degree (36%) or a college degree (31%) are more likely to have visited a Government of Canada Web site in the last six months, while respondents who have completed high school are less likely to have done so (13%).

- Respondents who are not part of the active population are more likely not to have visited a Government of Canada Web site in the last six months (84%).

Question 13 ***In your view, should the Government of Canada have specific programs to support and sustain rural communities?***

A strong majority of respondents (85%) agreed that the Government of Canada should have specific programs to support and sustain rural communities (only 11% of respondents said it should not).

- Albertans are less likely to agree with the Government of Canada having specific programs to support and sustain rural communities (79%).

- Respondents aged 25 to 34 (93%) are more likely to agree that the Government of Canada should have specific programs to support and sustain rural communities, while respondents aged 65 and over (79%) are less likely to agree with this.

- Unemployed respondents (94%) and homemakers (91%) are more likely to agree that the Government of Canada should have specific programs to support and sustain rural communities.

- Respondents with a university degree (20%) and those earning $60,000 and more (18%) are more likely to think that the Government of Canada should not have specific programs to support and sustain rural communities.

Question 14 ***Should the Government of Canada have a minister specifically responsible for rural issues?***

A majority of respondents (76%) agreed that the Government of Canada should have a minister specifically responsible for rural issues (only 20% of respondents said it should not).

- Manitoba and Saskatchewan respondents (83%) are more likely to think that the Government of Canada should have a minister specifically responsible for rural issues.

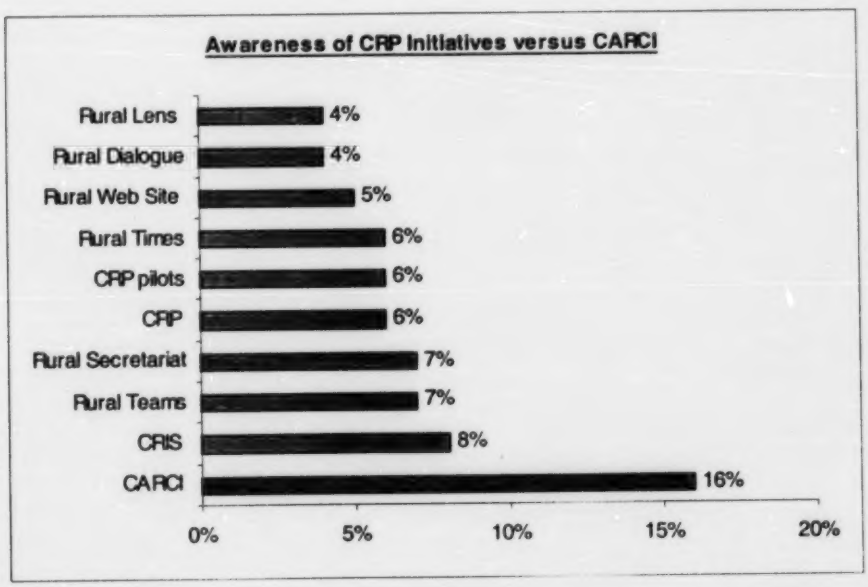
- The same is true for respondents with a college degree (82%) or for unemployed respondents (88%).

- Finally, men (25%) and respondents with a university degree (32%) are more likely to think that the Government of Canada should not have a minister specifically responsible for rural issues.

SECTION III - RURAL SECRETARIAT INFORMATION

Question 3 ***Please tell me if you are VERY FAMILIAR, SOMEWHAT FAMILIAR, NOT VERY FAMILIAR OR NOT FAMILIAR AT ALL with the Rural Secretariat, the Canadian Rural Partnership (CRP), the Canadian Rural Information Service (CRIS), the Rural Dialogue, the Canadian Rural Partnership Pilot Projects, the Canadian Agricultural Rural Communities Initiative (CARCI), the Rural Times, the Rural Web site, the Rural Lens, and the Rural Team***

Between 4% to 8% of respondents were familiar with the Canadian Rural Partnership initiatives: the Rural Lens (4%), the Rural Dialogue (4%), the Rural Web site (5%), the Rural Times (6%), the Canadian Rural Partnership and the Canadian Rural Partnership Pilot Projects (6%), the Rural Secretariat (7%), the Rural Teams (7%), and the Canadian Rural Information Service (8%). In comparison, a higher percentage of respondents (16%) were familiar to some degree with the Canadian Agricultural Rural Communities Initiative.



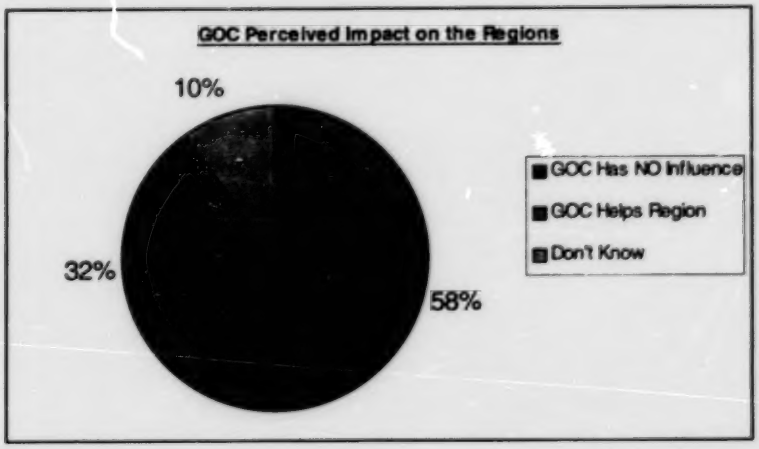
- Que
beckers are more likely than other Canadians not to be familiar at all with the Canadian Agricultural Rural Communities Initiative (80%)
- Respondents aged 55 to 64 are more likely to be somewhat familiar with the Canadian Agricultural Rural Communities Initiative (18%).

- Francophones are more likely not to be familiar at all with the Canadian Agricultural Rural Communities Initiative (79%), but are less likely not to be familiar at all with the Rural Dialogue (83%) or the Rural Teams (82%).

- Respondents earning $20,000 to $39,999 are more likely to be somewhat familiar with the Canadian Agricultural Rural Communities Initiative (18%), while respondents earning $20,000 or less are more likely not to be familiar at all with the same initiative (81%).

Question 4 ***Please tell me which of the following statements best represents your personal opinion: 1) The Government of Canada is an integral part of the development and growth of my region, or 2) The Government of Canada does not really influence the development and growth of my region***

A total of 32% of respondents think that the Government of Canada is an integral part of the development and growth of their region (as opposed to 58% who think that the Government of Canada does not really influence the development and growth of their region).



- Ontarians are less likely to think that the Government of

Canada has no influence on the development and growth of their region (53%), as are retirees (49%) and respondents aged 65 and over (47%).

- Respondents aged 18 to 24 (45%) or 25 to 34 (39%) are more likely to think that the Government of Canada is an integral part of the development and growth of their region, while those aged 55 to 64 are more likely to think that the Government of Canada has no influence on the development and growth of their region (68%).

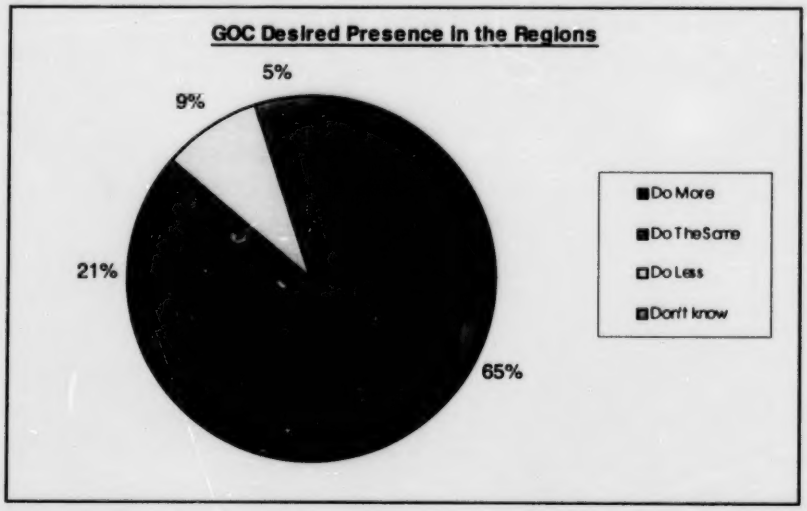
- Respondents earning less than $20,000 are less likely to think that the Government of Canada is an integral part of the development and growth of their region (24%).

- Finally, respondents with a university degree are more likely to think that the Government of Canada has no influence on the development and growth of their region (65%).

SECTION IV - COMMUNITY CAPACITY BUILDING

Question 5 ***In the near future, would you prefer to see the Government of Canada do more, the same, or less in your region?***

There are about two times more respondents (65%) saying that they would like the Government of Canada to do more in their region as opposed to do the same or to do less. Twenty-one percent said they would like the Government of Canada to maintain its presence and 9% to reduce its presence.



- Respondents from Atlantic provinces (75%) and Quebec (71%) are more likely to want the Government of Canada to do more in their region. Albertans (57%) are less likely to want the Government of Canada to do more in their region.

- Respondents aged 55 to 64 are more likely to want the Government of Canada to do more in their region (77%), while respondents aged 65 and over are more likely to want the Government of Canada to maintain its presence in their region (27%).

- Respondents speaking a language other than French or English are less likely to want the Government of Canada to do more in their region (52%), as are respondents aged 65 and over (52%) and retirees (59%).

Question 5 A) ***Do any of the following exist in your community? Church Groups,***

Youth Groups, Women's Groups, Other Community Groups, Community Meeting Places, Community Social Events (such as fairs)

A large majority of respondents knew of the existence of some social groups or events in their community. Ninety-one percent of respondents knew of community meeting places, 90% of church groups, 81% of community social events, 81% of other community groups, 78% of youth groups and 74% of women's groups.

- British Columbians are more likely to know about youth groups (84%) and other community groups (88%), while Quebeckers are less likely to know about church groups (84%), other community groups (73%) and community social events (73%).

- Francophones are less likely to know about church groups (85%), other community groups (75%) and community social events (74%).

- Respondents having completed college are more likely to know about youth groups (84%), women's groups (79%) or other community groups (86%), while respondents with an elementary school education are less likely to know about church groups (82%), youth groups (67%), other community groups (66%) and community social events (69%).

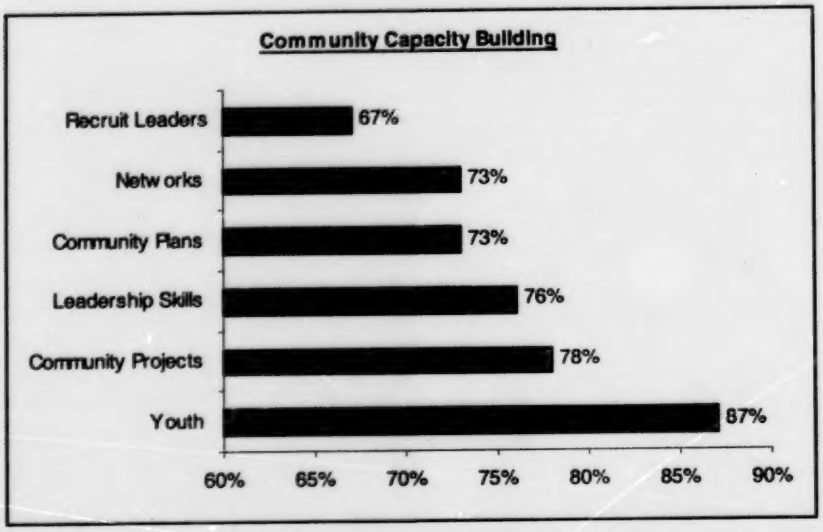
- Respondents earning $60,000 and more are more likely to know about youth groups (84%), other community groups (87%) and community social events (86%), while respondents earning less than $20,000 are less likely to know about other community groups (74%) and community social events (68%).

- Professionals are more likely to know about other community groups (86%) and community social events (87%), while blue-collar workers are less likely to know about women's groups (69%).

- Finally, respondents aged 18 to 24 are less likely to know about women's groups (63%), other community groups (73%) and community meeting places (84%). Respondents aged 25 to 34 are less likely to know about women's groups (68%), and respondents aged 55 to 64 are less likely to know about other community groups (74%).

Question 6 ***Do you think the Government of Canada should help: Community groups plan together to develop their community; Community groups work together on programs and projects for their community; Develop projects to recruit new community leaders and keep existing leaders; Projects to develop the leadership skills of local community leaders;***

Mentor projects for youth, such as internships; Build community networks to help communities determine their future directions



All the options mentioned generated the support of the majority of respondents.

However, a larger percentage of respondents think the Government of Canada should help mentor projects for youth (87%), compared with help community groups work together on programs and projects for their community (78%), projects to develop the leadership skills of local community leaders (76%), community groups plan together to develop their community (73%), build community networks to help communities determine their future directions (73%), and help develop projects to recruit new community leaders and keep existing leaders (67%).

- Atlantic Provinces respondents are more likely to think that the Government of Canada should help community groups plan together to develop their community (83%), community groups work together on programs and projects for their community (86%), develop projects to recruit new community leaders and keep existing leaders (75%), and build community networks to help communities determine their future directions (84%).
- Quebeckers are more likely to think that the Government of Canada should help with all the proposed initiatives: community groups plan together to develop their community

(81%), community groups work together on programs and projects for their community (87%), develop projects to recruit new community leaders and keep existing leaders (77%), projects to develop the leadership skills of local community leaders (82%), mentor projects for youth (95%), and build community networks to help communities determine their future directions (78%).

- Albertans are less likely to think that the Government of Canada should help community groups plan together to develop their community (65%); they are also less likely to think that the Government of Canada should help mentor projects for youth (81%). Albertans are also more likely to think that the Government of Canada should not help projects to develop the leadership skills of local community leaders (26%).

- British Columbians are more likely to think that the Government of Canada should not help develop projects to recruit new community leaders and keep existing leaders (35%), as are Manitoba and Saskatchewan respondents (34%). Ontarians are more likely to think that the Government of Canada should not help mentor projects for youth (13%).

- Women are more likely to think that the Government of Canada should help community groups plan together to develop their community (78%).

- Francophones are more likely to think that the Government of Canada should help community groups work together on programs and projects for their community (85%), projects to develop the leadership skills of local community leaders (82%), community groups plan together to develop their community (80%), and develop projects to recruit new community leaders and keep existing leaders (77%). Anglophones are less likely to think that the Government of Canada should help mentor projects for youth (84%).

- Respondents aged 18 to 24 are more likely to think that the Government of Canada should help community groups plan together to develop their community (83%), develop projects to recruit new leaders or to keep existing ones (86%), and to help projects to develop the leadership skills of local community leaders (85%). Respondents aged 25 to 34 are more likely to think that the Government of Canada should help community groups plan together to develop their community (82%), community groups work together on programs and projects for their community (86%), develop projects to recruit new leaders or to keep existing ones (76%), projects to develop the leadership skills of local community leaders (84%), and to help build community networks to help communities determine their future directions (85%).
- Respondents aged 55 to 64 are less likely to think that the Government of Canada should help community groups plan together to develop their community (66%). They are more likely to think that the Government of Canada should not help community groups work together on programs and projects for their community (26%) and develop projects to

recruit new leaders or to keep existing ones (34%). Respondents aged 65 and over are more likely to think that the Government of Canada should not help build community networks to help communities determine their future directions (28%). They are also less likely to think that the Government of Canada should help projects to develop the leadership skills of local community leaders (69%) and to help mentor projects for youth (79%).

- Respondents earning $60,000 and more are more likely to think that the Government of Canada should not help with any of the proposed initiatives: community groups plan together to develop their community (33%), community groups work together on programs and projects for their community (27%), develop projects to recruit new community leaders and keep existing leaders (36%), projects to develop the leadership skills of local community leaders (31%), mentor projects for youth (18%), and build community networks to help communities determine their future directions (29%).

- Respondents earning less than $20,000 are more likely to think that the Government of Canada should help community groups plan together to develop their community (83%) and to help build community networks to help communities determine their future directions (80%). Respondents earning between $20,000 and $39,999 are more likely to think that the Government of Canada should help projects to develop the leadership skills of local community leaders (81%).

- Respondents that have a university degree are also more likely to think that the Government of Canada should not help with any of the proposed initiatives: community groups plan together to develop their community (35%), community groups work together on programs and projects for their community (28%), develop projects to recruit new community leaders and keep existing leaders (35%), projects to develop the leadership skills of local community leaders (32%), mentor projects for youth (19%), and build community networks to help communities determine their future directions (31%).

- Unemployed respondents are more likely to think that the Government of Canada should help develop projects to recruit new community leaders and keep existing leaders (79%) and help projects to develop the leadership skills of local community leaders (90%).

- Professionals are more likely to think that the Government of Canada should not help community groups plan together to develop their community (29%), community groups work together on programs and projects for their community (26%), and projects to develop the leadership skills of local community leaders (27%). Respondents working in the sales/services/office field are more likely to think that the Government of Canada should help community groups work together on programs and projects for their

community (84%) and help build community networks to help communities determine their future directions (79%). Homemakers are more likely to think that the Government of Canada should help build community networks to help communities determine their future directions (81%). Finally, retirees are less likely to think that the Government of Canada should help mentor projects for youth (80%) and help communities build networks to determine their future directions (64%).

Question 7 ***In the last year, have you been involved in any volunteer work in your local community?***

Slightly over half of the respondents (53%) said they have been involved in volunteer work in their local community (as opposed to 47% who said they have not).

- Albertans (63%), British Columbians (61%) and Ontarians (58%) are more likely to have been involved in volunteer work in their local community, while Quebeckers are more likely not to have been involved (59%).

- Anglophones are more likely to have been involved in volunteer work in their local community (58%).

- Respondents earning $60,000 and more are more likely to have been involved in volunteer work in their local community (58%), while respondents earning less than $20,000 (57%) and respondents earning between $20,000 and $39,999 (54%) are more likely not to have been involved.

- Respondents working in the service/sales/office field are more likely to have been involved in volunteer work in their local community (62%), while unemployed respondents are more likely not to have been involved (66%).

- Respondents with a university degree are more likely to have been involved in volunteer work in their local community (63%), while respondents who have completed high school are less likely to have been involved in volunteer work (49%). Respondents with an elementary school education (64%) are more likely not to have been involved in volunteer work.

Question 8 ***And would you say you devote A LOT OF TIME, A FAIR AMOUNT OF TIME, NOT A LOT OF TIME or VERY LIMITED TIME to volunteer work in your community?***

A higher percentage of respondents said they devote a fair amount of time to volunteering (35%) compared to a lot of time (22%), not a lot of time (24%) and very limited time (19%).

- Respondents earning between $40,000 and $59,999 (42%) are more likely to devote a fair amount of time to volunteering.

- On the other hand, Quebeckers (26%), respondents earning $60,000 and more (26%) and respondents with a college degree (29%) are less likely to devote a fair amount of time to volunteering, and respondents aged 45 to 54 (33%) or working in the sales/services/office field (30%) are more likely not to devote a lot of time to it.

Question 9 ***Are you an active member of a community organization, social club or political party?***

About twice as many respondents said they are not active members of a community organization, social club or political party (65%), as opposed to 35% who said they are.

- Albertans (45%) and British Columbians (43%) are more likely to be active members of a community organization, social club or political party, while respondents from the Atlantic provinces (76%) and Quebec (74%) are more likely not to be active members of any of these groups.

- Respondents speaking a language other than English or French are more likely to be active members of a community organization, social club or political party (46%), while Francophones are more likely not to be active members of any of these groups (73%).

- Respondents earning $60,000 or more are more likely to be active members of a community organization, social club or political party (40%), while those earning less than $20,000 are more likely not to be active members of any of these groups (72%).

- Respondents aged 55 to 64 (45%) and 65 and over (45%) are more likely to be active members of a community organization, social club or political party, while those aged 18 to 24 are more likely not to be active members of any of these groups (86%).
- Retirees are more likely to be active members of a community organization, social club or political party (43%), while students (92%) and unemployed respondents (78%) are more likely not to be active members of any of these groups.

- Finally, respondents with a university degree are more likely to be active members of a community organization, social club or political party (46%).

Question 10 ***Have you participated in a local town hall meeting in the last year?***

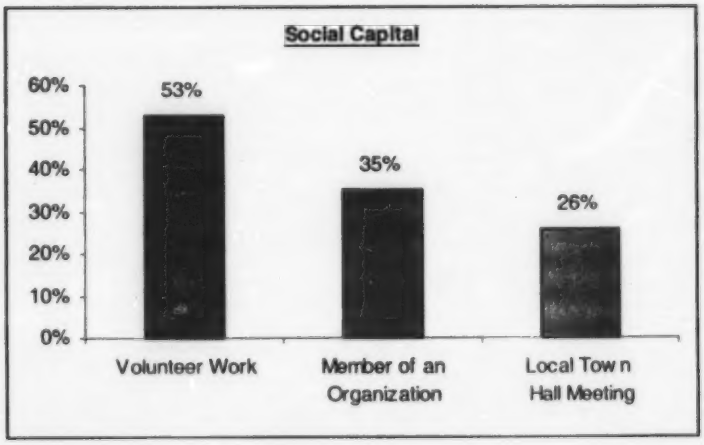
About one quarter of respondents (26%) have participated in a local town hall meeting in the last year, as opposed to 73% who have not.

- British Columbians (33%) are more likely to have participated in a local town hall meeting in the last year, while respondents from Atlantic provinces are more likely not to have participated in such a meeting (85%).

- Men (32%), respondents speaking a language other than English or French (41%), respondents aged 65 and over (35%) and respondents with a university degree (34%) are more likely to have participated in a local town hall meeting in the last year.

- Respondents earning less than $20,000 are less likely to have participated in a local town hall meeting in the last year (20%).

The following graph summarizes the information we gathered on rural communities 'social capital' (as assessed in questions 7 to 10).



SECTION V - CITIZEN ENGAGEMENT

Question 11 ***If the Government of Canada sought to hear the views of rural and remote Canadian citizens' opinions on an ongoing basis, tell me if you would Certainly, Probably, Probably Not, or Certainly Not participate in the following forums: Local Workshops; Regional conferences; Public opinion surveys; Advisory Groups; Internet Discussion Groups***

A larger percentage of respondents would certainly or probably be willing to participate in public opinion surveys (75%) than they would in local workshops (61%), advisory groups (46%), regional conferences (34%) or Internet discussion groups (25%).

- Ontarians are more likely to participate in local workshops and public opinion surveys, but are more likely not to participate in regional conferences. British Columbians are more likely to participate in public opinion surveys. Quebeckers are more likely to participate in regional conferences and advisory groups, but are more likely not to participate in local workshops, public opinion surveys or Internet discussion groups. Atlantic Provinces residents are more likely not to participate in public opinion surveys and discussion groups.

- Francophones are more likely not to participate in local workshops, public opinion surveys and Internet discussion groups, while being more likely to participate in regional conferences.

- Professionals are more likely to participate in public opinion surveys, but are less likely to participate in local workshops. They are also more likely not participate in regional conferences. Blue-collar workers are more likely to participate in public opinion surveys. Respondents working in the service/sales/office field are more likely to participate in local workshops, regional conferences and Internet discussion groups. Homemakers are less likely to participate in public opinion surveys. Finally, retirees are more likely not to participate in any of the proposed options.

- Respondents aged 35 to 44 are more likely to participate in public opinion surveys and Internet discussion groups. Respondents aged 55 to 64 are more likely to participate in regional conferences, while being more likely not to participate in Internet discussion groups. Respondents aged 25 to 34 are more likely to participate in local workshops and Internet discussion groups, but are also more likely not to participate in advisory groups and regional conferences.

- Finally, older respondents (i.e. aged 65 and more) are more likely not to participate in any of the proposed events, while younger respondents (i.e. aged 18 to 24) are more likely not to participate in regional conferences.

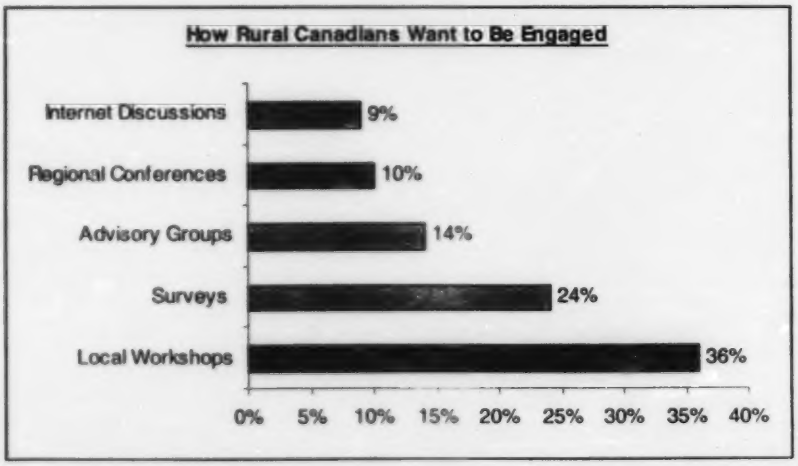
- Respondents with a university degree are more likely to participate in regional conferences and public opinion surveys, but are also more likely not to participate in local workshops. Respondents who have completed college are more likely to participate in local workshops, public opinion surveys and Internet discussion groups. Respondents who have completed high school are more likely not to participate in Internet discussion groups. Respondents with an elementary school education are more likely not to participate in regional conferences and discussion groups.

- Non-active respondents are more likely not to participate in local workshops, regional conferences, public opinion surveys and Internet discussion groups.

- Respondents earning $60,000 and more are more likely to participate in Internet discussion groups, but are also more likely not to participate in local workshops, regional conferences and advisory groups. Respondents earning between $40,000 and $59,999 are more likely to participate in Internet discussion groups. Respondents earning between $20,000 and $39,999 are less likely to participate in Internet discussion groups. Finally, respondents earning $20,000 or less are more likely not to participate in local workshops, advisory groups and Internet discussion groups, while being less likely to participate in public opinion surveys.

Question 11x **And of the different ways I just mentioned that the Government of Canada could get involved in ongoing consultations with rural Canadian citizens, which one do you prefer?**

Rural citizens would prefer to be engaged through local workshops (36% of respondents), followed by public opinion surveys (24%), advisory groups (14%), regional conferences (10%) and Internet discussions (9%). A large percentage of respondents (7%) did not know what their number one option is.



- Quebeckers are more likely to get involved through regional conferences (16%), public opinion surveys (29%) or advisory groups (22%), but are less likely to get involved through local workshops (23%). Manitoba and Saskatchewan residents are more likely to get involved through local workshops (45%).

- Respondents aged 35 to 44 are more likely to get involved through local workshops (41%). Respondents aged 45 to 54 are more likely to get involved through public opinion surveys (30%). Respondents aged 65 and less are more likely to get involved through public opinion surveys (18%); they are also more likely not to know which option they prefer (20%).

- Francophones are more likely not to get involved through local workshops (25%), while being more likely to get involved through regional conferences (15%) and advisory groups (21%).

- Professionals are more likely to get involved through public opinion surveys (30%). Retirees are more likely not to know which option they prefer (17%).

- Respondents that earn $60,000 and more are more likely to get involved through Internet discussions (17%).

Question 12 ***In your view, is this public consultation of rural Canadians by the Government of Canada very important, somewhat important, not very important, or not at all important to you?***

A majority of respondents (79%) said they found this public consultation important to some degree. A total of 7% of respondents found it not important at all.

- Quebeckers are less likely to find it very important.

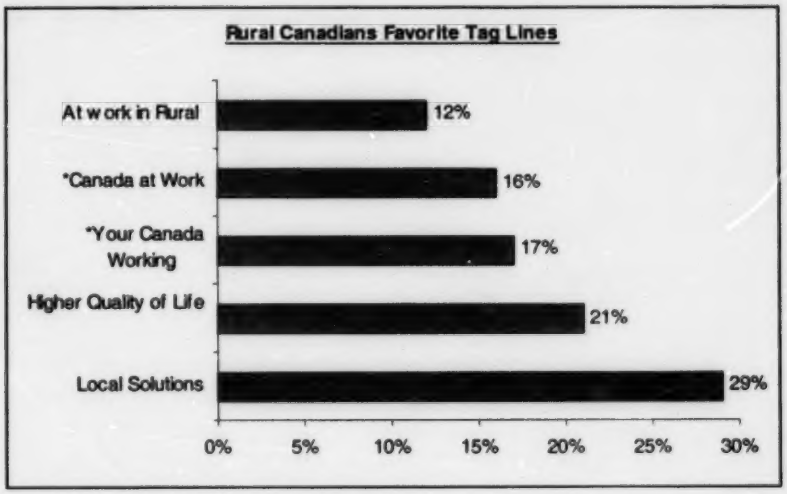
- Respondents speaking another language are more likely to find it very important, while Francophones are more likely not to find it very important.

- Respondents aged 18 to 24 or 35 to 44 are more likely to find it important. Retirees or those with a university degree are less likely to find it important.

SECTION VI - COMMUNICATIONS AND ACCESS TO INFORMATION

Question 14 a) ***If the Government of Canada wanted to communicate important information to Canadians living in rural and remote regions and wanted to use a key phrase or slogan, so respondents would readily recognize the origin and the purpose of the documentation, which of the following key phrases do you feel would be most appropriate: At Work in Rural Communities; Building a Higher Quality of Life in Rural Canada; Local Solutions to Local Challenges; Canada at Work in Your Community; and Your Canada Working with Your Community***

Rural citizens favorite tag line is 'Local Solutions to Local Challenges' (29% of respondents chose this option), followed by 'Building a Higher Quality of Life in Rural Canada' (21%), 'Your Canada Working with Your Community' (17%), 'Canada at Work in Your Community' (16%), with the least favorite tag line being 'At Work in Rural Communities' (12%).



Two of the tag lines in the above figure have asterix. Those are tag lines that were never used.

- Quebeckers and Francophones (31%) are more likely to prefer 'Building a Higher Quality of Life in Rural Canada' than any other Canadians. Interestingly, the tag lines 'Local Solutions to Local Challenges' and 'Building a Higher Quality of Life' are close in popularity in Atlantic Canada and Quebec. However, 'Local Solutions to Local Challenges' maintains its popularity as we go west across the country, while 'Quality of Life' loses popularity. By the time we get to B.C. 'Local Solutions to Local Challenges' is twice as popular as 'Building a Higher Quality of Life in Rural Canada'.

- Respondents aged 35 to 44 are more likely to prefer 'Building a Higher Quality of Life in Rural Canada' (26%). Respondents aged 55 to 64 (25%) and respondents aged 65 and over (22%) are more likely to prefer 'Your Canada Working with Your Community.' Respondents aged 45-54 are less likely to prefer 'Your Canada Working with Your Community' (11%).

Question 18 ***Do you have access to a computer?***

A large percentage of Canadians have access to a computer (69%), while a smaller percentage do not (31%).

- British Columbians (80%) and Ontarians (77%) are more likely to have access to a computer. Respondents from Atlantic Canada (39%) and Quebec (48%) are more likely not to.

- Anglophones are more likely to have access to a computer (76%), while Francophones are more likely not to (47%).

- Respondents aged 18-24 (87%), 25-34 (78%), 35-44 (78%) and 45-54 (75%) are more likely to have access to a computer, while respondents aged 55-65 (41%) and 65 and over (66%) are also more likely not to.

- Respondents with annual incomes of $60,000 and more (92%) and between $40,000 and $59,999 (79%) are more likely to have access to a computer, while respondents with annual incomes of less than $20,000 (60%) and between $20,000 and $39,999 (41%) are more likely not to.

- Professionals (89%) and students (91%) are more likely to have access to a computer, while retirees (63%) and homemakers (39%) are more likely not to.

- Respondents in the active population are more likely to have access to a computer (78%), while those in the non-active population are more likely not to (48%).

- Finally, those with a university (91%) or college education (84%) are more likely to have access to a computer, while those with a high school education (42%) are more likely not to.

Question 18 a) ***Do you have access to the Internet?***

A large percentage of respondents said they have access to the Internet (86%).

- Younger respondents (i.e. aged 18 to 24) are more likely to have access to Internet than other Canadians (95%), as are respondents earning $60,000 and more (93%) and respondents with a university degree (93%).

Question 20 ***Do you regularly read a community weekly newspaper or a major daily newspaper?***

Thirty-seven percent of respondents said they regularly read both a community weekly newspaper and a major daily newspaper, 36% read a community weekly newspaper, 15% read a major daily newspaper, while 12% said they do not regularly read either a community weekly newspaper or a major daily newspaper.

- Quebeckers are more likely to read a community weekly newspaper (42%) or a major daily newspaper (21%), but are less likely to read both (26%). Ontarians (44%) and Albertans (46%) are more likely to read both a community weekly newspaper and a major daily newspaper.

- Francophones are more likely to read a community weekly newspaper (40%) or a major daily newspaper (21%), but are less likely to read both (27%).

- Respondents earning $60,000 and more are more likely to read both a community weekly newspaper and a major daily newspaper (46%). Respondents earning $40,000 to $59,999 are more likely to read a major daily newspaper (20%), but are less likely to read a community weekly newspaper (31%). Respondents earning $20,000 to $39,999 are more likely to read a community weekly newspaper (41%), but are less likely to read both a community weekly newspaper and a major daily newspaper (31%). Respondents earning $20,000 or less are more likely not to read regularly either a community weekly newspaper or a major daily newspaper (17.3%).

- Respondents with a university education are less likely to read a community weekly paper (29%). Those with an elementary school education are more likely to read a community weekly paper (43%).

- Homemakers are more likely to read a community weekly newspaper (46%). Respondents aged 25 to 34 are more likely not to read regularly either a community weekly newspaper or a major daily newspaper (21%).

Question 22 ***What would be the best way for the Government of Canada to***

communicate information to you, in order to make sure you could easily have access to that information: Internet; Mail; Local Government of Canada Office; Public Consultation Meeting; 1-800 Number; Posters and Billboards; Advertising Campaign; Print Advertising in the Papers; Phone; Other Means; No Particular Way (Up to 2 answers were accepted)

A majority of respondents said they would like the Government of Canada to communicate information to them by mail (55%). A smaller percentage of respondents preferred Advertising Campaign (26%), Print Advertising in the Papers (21%) or Internet (18%). Finally, a very small percentage of respondents preferred either the 1 800 number (4%), Public Consultation Meeting (3%), Posters and Billboards (3%), Local Government of Canada Office (1%) or phone (1%).

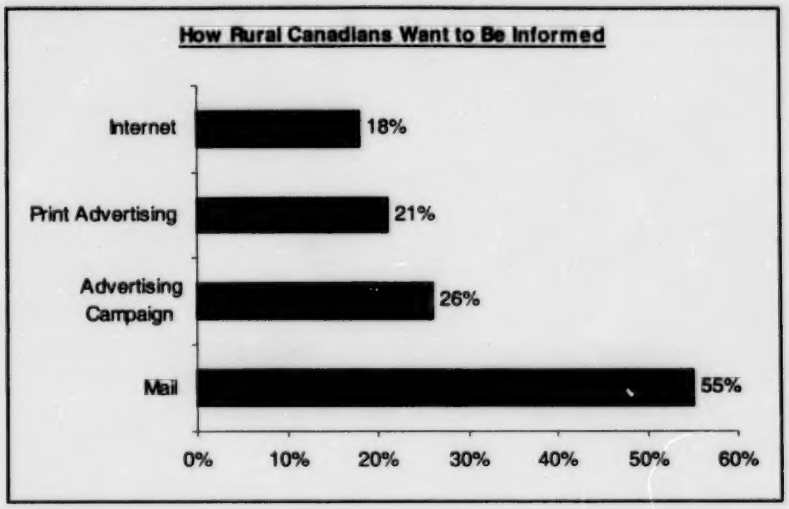
- British Columbians are more likely to want the Government of Canada to communicate with them via the Internet (26%). Quebeckers are less likely to want the government to communicate information to them by the Internet (10%). Albertans are less likely to want the government to communicate information to them by mail (46%), but are more likely to want to be contacted via Print Advertising in the Papers (29%).

- Respondents aged 35 to 44 are more likely to want the Government of Canada to communicate information to them by Internet (25%), while Francophones are less likely to want the government to communicate information to them by Internet (11%).

- Respondents earning $60,000 and more (27%) and those earning between $40,000 and $59,999 (25%) are more likely to want the Government of Canada to communicate information to them by Internet. Those earning between $20,000 and $39,999 are less likely to want the government to communicate information to them by Internet (14%).

- Professionals are more likely to want the Government of Canada to communicate information to them by Internet (29%). Non-active citizens are less likely to want the government to communicate information to them by Internet (13%).

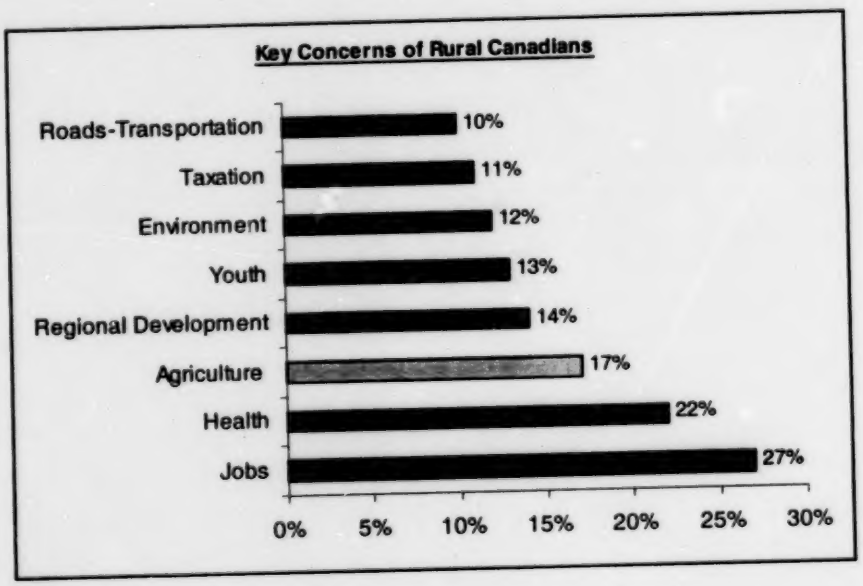
- Respondents with a university degree are more likely to want the Government of Canada to communicate information to them by Internet (27%) or through Print Advertising in the Papers (27%), but are less likely to want to be contacted by mail (47%). Respondents with a college education are more likely to want the government to communicate information to them by Internet (24%), but are less likely to be contacted through an advertising campaign (20%). Respondents with a high school diploma are less likely to want the government to communicate information to them through the Internet (13%).


How Rural Canadians Want to Be Informed
Internet
18%
Print Advertising
21%
Advertising Campaign
26%
Mail
55%
0%
10%
20%
30%
40%
50%
60%

SECTION VII - ISSUES OF IMPORTANCE TO RURAL CITIZENS

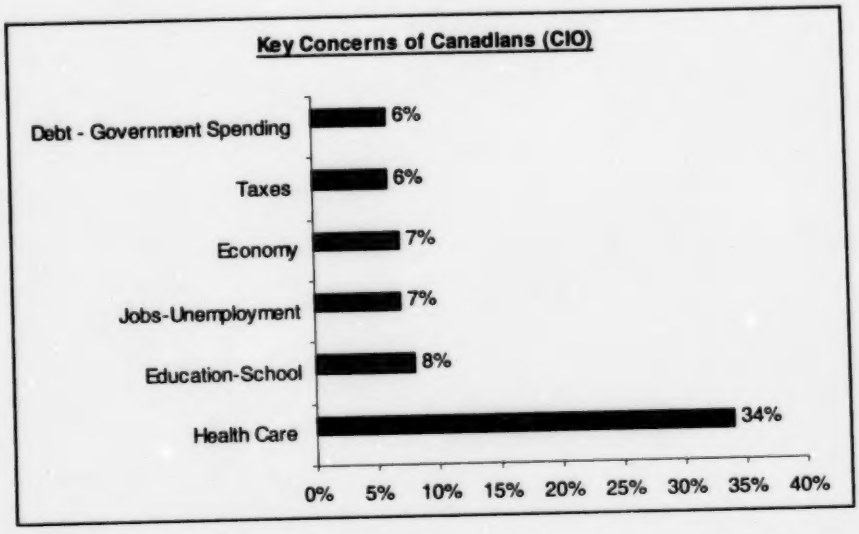
Question 15 ***What are the three main issues which you feel are most important to Canadians living in rural and remote regions?***

Jobs/unemployment got the highest percentage of votes (with 27% of respondents choosing it as one of their top three issues). Rural health care came second (22%) and agriculture third (17%). The other issues raised by rural respondents were: regional development (14%), youth (13%), environment (12%), taxation (11%), roads/transportation (10%), education (8%), communication with the government (7%), poverty (5%), safe water (4%), services/activities offered by the community (4%), firearms registration, food safety, senior citizens, and keep the town identity/stop amalgamation (2% each), national debt and quality of life (1% each), and finally Aboriginal issues and rural exodus (about 0.5% each).



For comparison, according to the "Listening to Canadians Winter 2001 Communications" CIO

survey, health care is the main concern of Canadians in general (with 34% of respondents choosing it as their number one issue), followed by education and school (8%), jobs/unemployment (7%), the economy (7%), taxes (6%), and national debt/government spending (6%); all other concerns rated between 1% to 3%.



It is interesting to note that:

- Health and jobs are among the top three choices of both rural Canadians and Canadians in general. However, rural Canadians ranked health care second, while Canadians in general ranked it first.
- As well, jobs and unemployment came first in rural Canadians minds, while Canadians in general ranked it third.
- Finally, rural citizens are more concerned than are Canadians in general with the state of agriculture.

Looking at demographic results for our survey we found that:

- Almost 14% of respondents did not know what to answer to the question. Respondents earning less than $20,000 were more likely than others not to know what to answer (20%).
- Manitoba and Saskatchewan respondents (34%) are more likely to be preoccupied with

agriculture, as are Ontarians (23%) and Albertans (28%). Quebeckers (33%) and Atlantic Provinces respondents (38%) are more likely to be preoccupied with jobs and unemployment. British Columbians are more likely to be preoccupied with rural health care (31%), while Quebeckers are less likely to be preoccupied with it (15%).

- Francophones are more likely to be preoccupied with jobs/unemployment (36%), but are less likely to be preoccupied with rural health care (17%).

- Respondents earning $60,000 and more are more likely to be preoccupied with agriculture (23%).

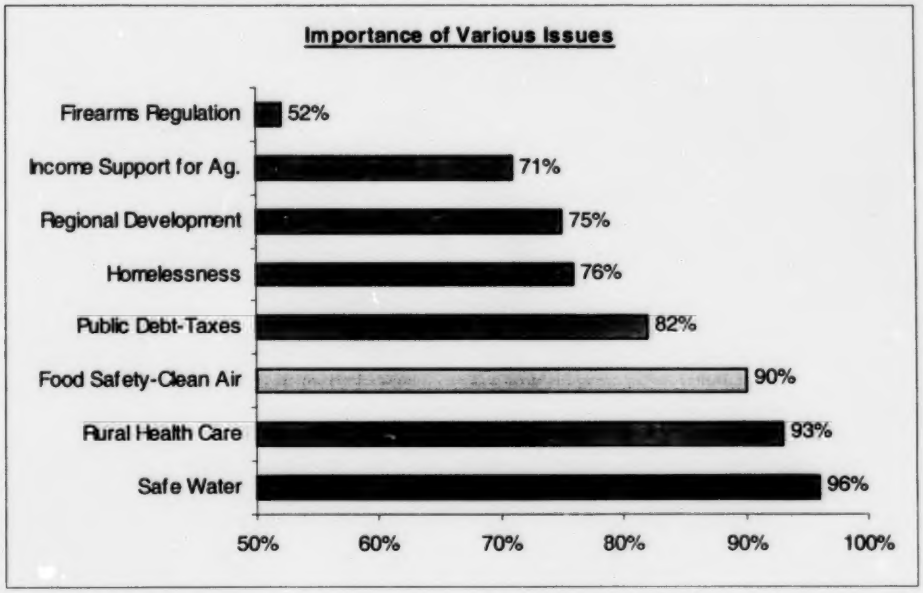
- Respondents with a university degree are more likely to be preoccupied with agriculture (26%), the environment (18%) and regional development (21%).

- Blue-collar workers are more likely to be preoccupied with agriculture (22%), while respondents working in the service/sales/office field are more likely to be preoccupied with regional development (20%) and youth issues (19%). As expected, retirees are less likely to be preoccupied with jobs and unemployment (19%).

- Finally, men are less likely to be preoccupied with rural health care (17%).

Question 16 ***On a scale from 1 to 10 where 1 means "not at all important" and 10 means "very important", how important are each of the following issues to you: Income support for agriculture; rural health care; food safety; safe water; clean air; regional development; firearms regulation; lower taxes; paying down the public debt; and homelessness***

Ninety-six percent of rural respondents agreed that safe water is important to them (compared to 4% thinking it unimportant), 93% agreed that rural health care is important (compared to 6% thinking it unimportant), 90% that food safety and clean air are important (compared to 9% thinking them unimportant), 82% that paying down the public debt and lower taxes are important (compared to 16% thinking it unimportant), 76% that homelessness is important (compared to 22% thinking it unimportant), 75% that regional development is important (compared to 23% thinking it unimportant), 71% that income support for agriculture is important (compared to 26% thinking it unimportant), and finally 52% of respondents agreed that firearms regulation is important (compared to 47% thinking it unimportant).



- British Columbians are more likely to say that income support for agriculture (35%) and homelessness (29%) are not important. As well, they are less likely to say that food safety (85%) and firearms regulation (38%) are important. Albertans are more likely to say that regional development (83%) is important, but they are more likely to say that firearms regulation are not important (59%). Manitoba and Saskatchewan respondents are more likely to say that income support for agriculture is important (79%), but are less likely to say that food safety is important (81%). Ontarians are more likely to say that regional development is not important (32%), while Quebeckers are more likely to say that regional development (85%), firearms regulation (63%) and homelessness (81%) are important. Atlantic Provinces respondents are more likely to say that income support for agriculture (79%) and firearms regulation (61%) are important.

- Men are more likely to say that regional development (28%), firearms regulation (59%) and homelessness (28%) are not important.

- Respondents earning less than $20,000 are more likely to say that paying down the public debt is not important (24%). Respondents earning $20,000 to $39,999 are more likely to say that paying down the public debt is important (88%). Respondents earning between $40,000 and $59,999 are more likely to say that homelessness is important (81%).

- Respondents earning $60,000 and more are more likely to say that regional development (28%) and homelessness (31%) are not important.

- Respondents aged 55 to 64 are more likely to say that clean air is important (97%), but are less likely to say that lower taxes are important (76%). Respondents aged 25 to 34 are more likely to say that lower taxes are important (89%). Respondents aged 65 and over are less likely to say that clean air is important (84%).

- Francophones are more likely to say that regional development (83%), firearms regulation (60%) and homelessness (81%) are important.

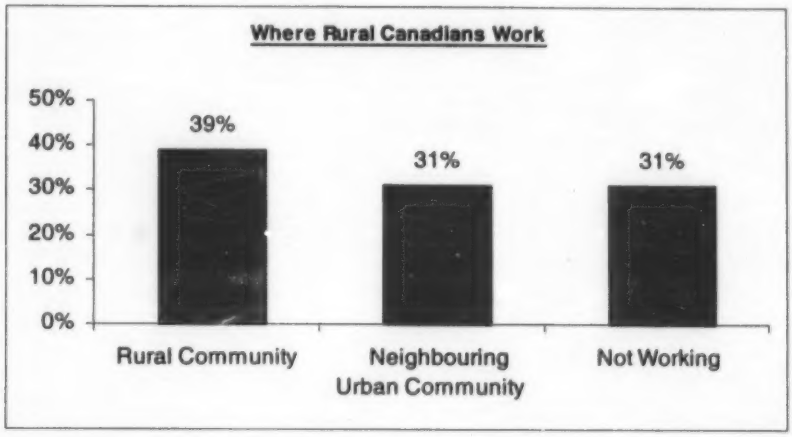
- Homemakers are more likely to say that firearms regulation (70%) and lower taxes (89%) are important. Retirees are less likely to say that lower taxes (76%), paying down the public debt (77%) and homelessness (69%) are important. Blue-collar workers are more likely to say that firearms regulation are not important (56%). Finally, unemployed respondents are more likely to say that homelessness is important (92%).

- Respondents who have completed college are more likely to say that homelessness is important (83%). Respondents with a university degree are more likely to say that firearms regulation (54%), lower taxes (24%) and homelessness (36%) are not important. Finally, respondents with an elementary school education are less likely to say that paying down the public debt is important (70%).

SECTION VIII - WHERE RURAL CITIZENS WORK

Question 21 ***Do you presently work in your rural community or a neighbouring urban community, that is, a municipality with over 10 000 residents?***

Thirty-nine percent of respondents worked in their rural community and 31% in a neighbouring urban community, while 31% of respondents were not working at the time the survey was done.



- British Columbians (54%) and Albertans (49%) were more likely to work in their rural community, while Quebeckers were more likely to work in a neighboring urban community (36%). Atlantic Provinces residents were more likely not to be working (40%) and less likely to be working in their rural community (31%).

- Francophones were more likely to work in a neighbouring urban community (32%).

- Respondents aged 25-34 (49%) and those aged 35-44 (49%) were more likely to work in their rural community, while respondents aged 45 to 54 were more likely to work in a neighboring urban community (39%).

- Respondents earning $20,000 or less were less likely to work in their rural community (28%) and more likely not to be working at all (61%). Respondents earning $60,000 and more were more likely to work in a neighboring urban community (39%).

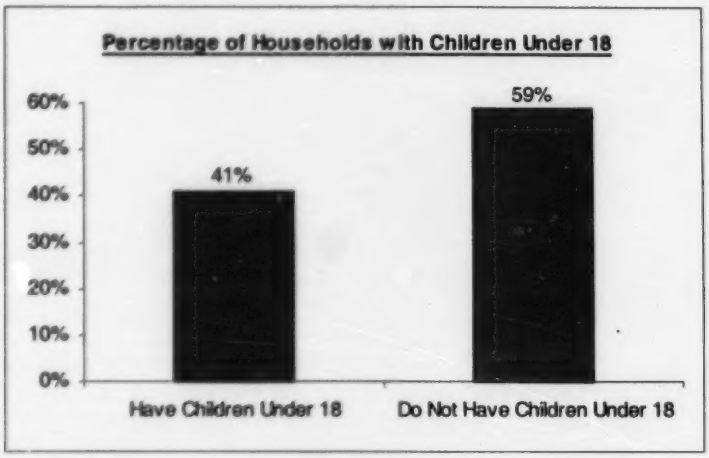
- Respondents working in the service/sales/office field, professionals and blue-collar workers were more likely to work in their rural community or in a neighboring urban community. Retirees, homemakers and the unemployed were more likely not to be working.

- Respondents with a university degree were more likely to work in a neighboring urban community (37%). Respondents with an elementary school education were more likely not to be working (67%).

SECTION IX - DEMOGRAPHICS

Question 19 ***Are there any children under the age of 18 currently living in your household?***

A total of 41% of respondents said they have children under 18 living in their household, as opposed to 59% who said they did not.



- Ontarians are more likely to have children under 18 living in their household (46%).
- Respondents aged 25-34 (66%) and 35-44 (72%) are also more likely to have children under 18 living in their household, while respondents aged 45-54 (67%), 55-64 (92%) and 65 or over (97%) are more likely not to.
- Respondents earning between $40,000 and $59,999 (47%) and $60,000 and more (53%) are more likely to have children under 18 living in their household, while respondents earning less than $20,000 (75%) and between $20,000 and $39,999 (63%) are more likely not to.
- Homemakers (55%) and professionals (55%) are more likely to have children under 18 living in their household, while retirees are more likely not to (96%).

- Active citizens are more likely to have children under 18 living in their household (49%), while non-active citizens are more likely not to (73%).

- Respondents with a college degree are more likely to have children under 18 living in their household (50%), while those with an elementary (80%) or high school education (63%) are less likely to.

ANNEX I - QUESTIONNAIRE

Q1. Have you directly contacted a Government of Canada office or officer in your region in the last 6 months?

Q1A. What is the name of the service or the office you contacted?

Q1B. What was the main purpose behind contacting that service or office?

Q2. Tell me if you are aware or not of where to find the following Government of Canada access points in your region?

- Your Community Access Program Location or CAP
- Your local Employment Centre
- Your Service Canada Centre
- ALL EXCEPT ATLANTIC CANADA - Your Community Futures Development Corporation
- ONLY IN ATLANTIC CANADA - Your Community Business Development Corporation
- Your Canada Post outlet
- Your Canada Business Service Centre

Q2H. Did you know that there exists a 1 800 O Canada line that you can call to inquire about any Government of Canada service?

Q2I. Have you visited a Government of Canada Web site in the last six months?

Q3. Please tell me if you are VERY FAMILIAR, SOMEWHAT FAMILIAR, NOT VERY FAMILIAR OR NOT AT ALL FAMILIAR with the following Government of Canada organizations:

- The Rural Secretariat
- The Canadian Rural Partnership
- The Canadian Rural Information Service or CRIS
- The Rural Dialogue
- The Canadian Rural Partnership Pilot Projects
- The Canadian Agricultural Communities Initiative or CARCI
- The Rural Times
- The Rural Web site, also known as the Canadian Rural Partnership Web site
- Rural Team of your province
- Rural Lens

Q4. Please tell me which of the following statements best represents your personal opinion:

- The Government of Canada is an integral part of the development and growth of my region
- The Government of Canada does not really influence the development and growth of my region

Q5. In the near future, what would you prefer?

- To see the Government of Canada DO MORE and be more present in your region
- To see the Government of Canada MAINTAIN its current activities in your region
- To see the Government of Canada REDUCE its presence in your region

Q5a. Do any of the following exist in your community?

- Church groups
- Youth groups
- Women's groups
- Other community groups or organizations
- Community meeting places, like community centres, church halls or others
- Community social events, like fairs

Q6. Do you think the Government of Canada SHOULD HELP

- Community groups plan together to develop their community
- Community groups to work together on programs and projects for their community
- In developing projects to recruit new community leaders and keep existing leaders
- Projects to develop the leadership skills of local community leaders
- In mentoring projects for youth, such as internships
- Build community networks to help communities determine their future directions

Q7. In the last year, have you been involved in any volunteer work in your local community?

Q8. And would you say you devote A LOT OF TIME, A FAIR AMOUNT OF TIME, NOT A LOT OF TIME or VERY LIMITED TIME to volunteer work in your community?

Q9. Are you an active member of a community organisation, social club or political party?

Q10. Have you participated in a local town hall meeting in the last year?

Q11. If the Government of Canada sought to hear the views of rural and remote Canadian citizens' opinions on an ongoing basis, tell me if you would CERTAINLY, PROBABLY, PROBABLY NOT OR CERTAINLY NOT PARTICIPATE in the following forums?

- Local workshops
- Regional conferences
- Public opinion surveys
- Advisory groups
- Internet discussion groups

Q11x. And of the different ways I just mentioned that the Government of Canada could get involved in ongoing consultations with rural Canadian citizens, which one do you prefer?

- Local workshops
- Regional conferences
- Public opinion surveys
- Advisory groups
- Internet discussions

Q12. In your view, is this public consultation of rural Canadians by the Government of Canada VERY IMPORTANT, SOMEWHAT IMPORTANT, NOT VERY IMPORTANT OR NOT AT ALL IMPORTANT to you?

Q13. In your view, should the Government of Canada have specific programs to support and sustain rural communities?

Q14. And, should the Government of Canada have a minister specifically responsible for rural issues?

Q14a. If the Government of Canada wanted to communicate important information to Canadians living in rural and remote regions and wanted to use a key phrase or slogan, so people would readily recognize the origin and the purpose of the documentation, which of the following key phrases do you feel would be most appropriate?

- At work in rural communities
- Building a higher quality of life in rural and remote communities
- Local solutions to local challenges
- Canada at work in your community
- Your Canada working with your community

Q15. What are the three main issues which you feel are most important to Canadians living in rural and remote regions? ACCEPT UP TO THREE ANSWERS

Q16. I will now read you a list of issues and I want you to tell me, on a scale from 1 to 10 where

1 means "not at all important" and 10 means "very important", how important each of the issues are to you.

- Income support for agriculture
- Rural health care
- Food safety
- Safe water
- Clean air
- Regional development
- Firearms regulation
- Lower taxes
- Paying down the public debt
- Homelessness

Q17. What is the first language you learned as a child and still speak today?

Q18. Do you have access to a computer?

Q18a. Do you have access to the Internet?

Q19. Are there any children under the age of 18 currently living in your household?

Q20. Do you regularly read a community weekly newspaper or a major daily newspaper?

Q21. Do you presently work in your rural community or a neighboring urban community, that is, a municipality with over 10 000 residents?

Q22. What would be the best way for the Government of Canada to communicate information to you, in order to make sure you could easily have access to that information? ACCEPT UP TO 2 ANSWERS

- Internet
- Through the mail
- Through a local Government of Canada office
- Through a public consultation meeting held locally
- By having a 1-800 number available
- Through posters and billboards displayed in public offices locally
- Through an advertising campaign (television or radio)
- Through print advertising in the papers
- By phone/personal phone call
- OTHER
- No particular way

DEMOGRAPHICS

A) For classification purposes, I now need to ask you a few additional questions. Can you tell me

in which of the following age group do you belong ?

- 18-24 years of age
- 25-34 years of age
- 35-44 years of age
- 45-54 years of age
- 55-64 years of age
- 65-74 years of age
- or 75 years of age or older

B) What is your current main occupation?

C) What is the last year of schooling that you have completed?

- Elementary (7 years or less)
- High School, general or professional (8 to 12 years)
- College pre-university, technical training, certificate (SEP.), accreditation (ASP) or proficiency diploma (DEEP)
- University certificates and diplomas
- University Bachelor (including classical studies)
- University Masters
- University Doctorate (PhD)

D) In what category is the TOTAL INCOME, in 2000, before income tax, of all the members of your household?

- $19 999 or less
- Between $20 000 and $39 999
- Between $40 000 and $59 999
- Between $60 000 and $79 999
- $80 000 or more

F) Ask respondent's gender